

Message Text

LIMITED OFFICIAL USE

PAGE 01 ROME 13942 141804Z

71 60

ACTION SS-20

INFO OCT-01 EUR-25 ISO-00 EB-11 A-01 COME-00 ABF-01 SPC-03

RSC-01 DRC-01 /064 W

----- 004201

R 141715Z DEC 73

FM AMEMBASSY ROME

TO SECSTATE WASHDC 2355

LIMITED OFFICIAL USE ROME 13942

E.O. 11652: N/A

TAGS: ETRV

SUBJECT: EFFECTIVENESS IN OVERSEAS COMMERCIAL FUNCTIONS

REF: STATE 239800

1. WE NOTE WITH PLEASURE THE IMPROVEMENT IN THE PAST YEAR IN ENHANCING THE DIALOGUE BETWEEN THE DEPARTMENT OF STATE AND COMMERCE AND, MOST RECENTLY, WASHINGTON'S EFFORTS TO SYSTEMATICALLY MAXIMIZE EFFICIENCY AND RETURNS ON OVERSEAS COMMERCIAL OPERATIONS THROUGH JOINT FIELD/WASHINGTON EFFORTS, SUCH AS THE PROPOSED COUNTRY COMMERCIAL PROGRAM (CCP) FOR ITALY.

2. WE HOPE THAT THROUGH THESE EFFORTS AND A CONTINUING REFOCUSING OF PRIORITIES, NEW AND IMAGINATIVE PROGRAMS WILL BE DEVISED TO A) PROMOTE AMERICAN EXPORTS ABROAD, AND B) ASSIST US COMMERCIAL INTERESTS AND INVESTMENTS, WHENEVER APPROPRIATE. OUR TWO MOST URGENT NEEDS NOW FLOW FROM STATE/COMMERCE EFFORTS TO ELIMINATE MARGINAL DEMANDS ON EXISTING RESOURCES AND TO SECURE AND MAINTAIN ADEQUATE BUDGETARY RESOURCES FOR COMMERCIAL PROGRAMS ABROAD.

3. AS TO THE FORMER, WE HOPE THAT CURRENT CCP PROGRAMMING EFFORTS FOR ITALY WILL HELP ELIMINATE MARGINAL DEMANDS. WE HOPE, FOR EXAMPLE, TO CHANNEL RESOURCES IN FUTURE CCP TO INCLUDE A) REGULAR PROGRAM OF MARKET SURVEYS, ASSIGNED TO SPECIFIC CONSTITUENT POSTS, COORDINATED BY EMBASSY, IN AREAS OF HIGHEST EXPORT "MARKETABILITY", B) EXPANDED BETWEEN-SHOWS PROMOTIONS (BSP'S) IN ROME FOLLOWING A LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 02 ROME 13942 141804Z

SUCCESSFUL SEMINAR/PROMOTIONAL EVENT HELD IN ROME SOME WEEKS AGO,

AND C) MINI-TRADE MISSIONS OF MILAN TRADE CENTER (TC) EXHIBITORS FOR BEFORE-TC SHOW VISITS TO ROME AND OTHER CITIES. WE ALSO PLAN TO EXPAND US PARTICIPATION IN TRADE FAIRS (IN SOME CASES WITH PARTICIPATION OF USDA) AND AUGMENT NUMBER OF US TRADE MISSIONS TO ITALY.

THESE PROGRAMS WHEN APPROVED THROUGH CCP SYSTEM WOULD REQUIRE FUNDING ADDITIONAL TO THE AMOUNTS PROPOSED IN ROME'S 5395 BUT IF FOUND SUCCESSFUL HERE, COULD BE WORTH TRYING IN OTHER COUNTRIES.

4. ON BUDGETS, EUR'S EFFORTS TO PREPARE A "COMMERCIAL PACKAGE" IN ADVANCE OF REGULAR BUDGET DEADLINES (STATE 105314) AND THE DEPARTMENT'S PLAN TO ESTABLISH A SIMPLE, FLEXIBLE ACCOUNTABILITY SYSTEM (STATE 141993) FOR COMMERCIAL WORK ARE STEPS IN THE RIGHT DIRECTION AND WE HOPE FIELD IS KEPT INFORMED OF RESULTS. IT SEEMS TO US THAT IT WOULD BE VERY USEFUL IF THE DEPARTMENT COULD FIND WAYS TO ENSURE THAT SPECIAL COMMERCIAL PROGRAMS ARE FUNDED IN A MANNER WHICH WILL PROTECT THEM ADEQUATELY. BEAUDRY

LIMITED OFFICIAL USE

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRANSPORTATION, TRADE PROMOTION, FOREIGN INVESTMENTS
Control Number: n/a
Copy: SINGLE
Draft Date: 14 DEC 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: collinp0
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973ROME13942
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: ROME
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19731224/aaaaarls.tel
Line Count: 78
Locator: TEXT ON-LINE
Office: ACTION SS
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: STATE 239800
Review Action: RELEASED, APPROVED
Review Authority: collinp0
Review Comment: n/a
Review Content Flags:
Review Date: 18 SEP 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <18-Sep-2001 by kelleyw0>; APPROVED <08 MAR 2002 by collinp0>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: EFFECTIVENESS IN OVERSEAS COMMERCIAL FUNCTIONS
TAGS: ETRN
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005